



STRATEGIC  
ENROLLMENT MANAGEMENT  
ST. CLOUD STATE UNIVERSITY

# The Future of Enrollment at SCSU

## A DATA-INFORMED CAMPUS SYMPOSIUM

**9:00 a.m.-2:30 p.m. November 29**

### Atwood Glacier

9:00 – 9:30

#### Welcoming Remarks:

Dean King Banaian, School of Public Affairs, moderator

President Robbyn Wacker, St. Cloud State University

President Annesa Cheek, St. Cloud Technical and Community College

9:30 – 10:30

#### KEYNOTE ADDRESS: Demographics and the Demand for Higher Education.

Prof. Nathan Grawe, Carleton College, author of *Demographics and the Demand for Higher Education*

10:30 – 10:45

#### COFFEE BREAK

10:45 – 12:00

#### APPLYING THE LESSON: Demographics and Belonging at St. Cloud State University

1. “Who Our Students Are”

Brent Donnay, Analytics and Institutional Research

2. “Educational Deserts and Trade Areas: SCSU and the Geography of College Opportunity”

Prof. David Wall, Dept. of Geography and Planning

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**3. “Students’ Sense of Belonging as a Predictor of Retention”**

Dean Glenn Davis, University College and Prof. David Robinson, Dept. of Mathematics and Statistics

**4. “Does the Business Cycle Impact Our Enrollments?”**

Dean King Banaian, School of Public Affairs  
Response from Prof. Grawe

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Noon – 1pm

LUNCH ON YOUR OWN

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1:00 – 2:00

ENGAGING THE DATA IN OUR STRATEGIC ENROLLMENT  
MANAGEMENT PLAN

“Enrollment in a time of Turbulence”

Caroline Painter, EAB  
Anika Olsen, EAB

2:00 – 2:30

Q &A

Closing Remarks

Dean King Banaian, School of Public Affairs

St. Cloud State University is committed to legal affirmative action,  
equal opportunity, access and diversity of its campus community ([Full Statement](#)).



**MINNESOTA STATE**

St. Cloud State University,  
a member of Minnesota State